

VICTORIA TOURISM BULLETIN

February 2022

- BC has launched a new three-year roadmap for rebuilding and revitalizing tourism, creating jobs and opportunities for people and communities in every part of the province. Click [here](#) to read news release.
- Reservations in Greater Victoria’s accommodation sector are building back strongly for spring and early summer. Currently, the pace of forward bookings through to July 2022 is close to 2019 levels, and virtually the same as 2019 for March and April 2022. This provides a positive outlook for Greater Victoria’s visitor economy heading into spring and summer 2022.
- Kenmore Air recently announced a resumption of flights between Victoria and Seattle, increasing transportation options for the core Washington State market. Two round trips daily will commence from April 1, 2022.
- The Fairmont Empress has made the list of the 2022 Top 25 [Historic Hotels Worldwide](#) Most Romantic Hotels.
- The British Columbia Hotel Association (BCHA) launched a new video encouraging the province’s accommodation sector to invest in local businesses and help build back BC’s economy stronger than ever. To watch the video click [here](#).

Tourism Statistics	February		Variance	Year-to-Date		Variance
	2022	2021		2022	2021	
Average Occupancy	54.57%	36.58%	17.99%	47.09%	32.75%	14.34%
Average Daily Room Rate	\$168.38	\$124.74	\$43.64	\$158.63	\$117.36	\$41.27
Revenue Per Available Room (RevPAR)	\$91.89	\$45.63	\$46.26	\$74.70	\$38.43	\$36.27
BC Ferries (Tsawwassen - Swartz Bay)						
Vehicles	115,243	63,365	81.87%	208,687	126,930	64.41%
Passengers	277,577	117,505	136.23%	485,720	233,630	107.90%
Buses	243	21	1,057.14%	399	39	923.08%
Victoria International Airport	61,004	13,388	355.66%	118,185	31,784	271.84%
Victoria Conference Centre (Delegate Days)	0	0	-	0	0	-

Quotations and reproductions of statistics provided in the Victoria Tourism Bulletin are permitted with credits to Chemistry Consulting Group. Note: Year-to-date data may not reflect statistical updates that agencies make to historical data after the fact.

Please note that due to the impacts of Covid on hotel operations, the room inventory of reporting hotels is fluctuating from month to month and may impact year over year comparisons.

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VICTORIA LODGING RESULTS

February 2022

OCCUPANCY RATE %					
Lodging Type	Number of Rooms	Feb 2022	Feb 2021	YTD 2022	YTD 2021
Number of Rooms					
Greater than 150	2,022	42.93%	26.86%	34.75%	22.71%
100 - 150	771	67.57%	47.28%	60.11%	48.24%
50 - 99	846	62.26%	39.57%	55.87%	36.13%
Less than 50	301	78.10%	53.06%	71.36%	46.05%
Location					
Downtown/Inner Harbour	3,109	51.95%	32.28%	43.92%	29.09%
Suburban	583	65.49%	54.03%	59.31%	48.14%
Saanich Peninsula/Sidney	248	61.59%	42.44%	57.19%	39.33%
Tier					
Upper	1,886	44.27%	31.14%	36.88%	25.62%
Mid	1,368	60.37%	32.26%	51.93%	32.38%
Lower	686	71.57%	57.13%	65.10%	51.76%
Lodging Type					
Hotels	3,627	52.40%	33.30%	44.77%	29.88%
Motels	313	79.47%	71.57%	73.40%	64.96%
Total Rooms	3,940				
Average Occupancy		54.57%	36.58%	47.09%	32.75%
ROOM RATE					
Lodging Type	Number of Rooms	Feb 2022	Feb 2021	YTD 2022	YTD 2021
Number of Rooms					
Greater than 150	2,022	\$195.57	\$135.18	\$180.89	\$126.13
100 - 150	771	\$133.31	\$107.36	\$131.60	\$100.36
50 - 99	846	\$172.94	\$136.45	\$165.38	\$132.67
Less than 50	301	\$135.74	\$111.52	\$130.42	\$102.61
Location					
Downtown/Inner Harbour	3,109	\$169.18	\$123.25	\$158.71	\$115.24
Suburban	583	\$164.03	\$121.70	\$155.75	\$119.71
Saanich Peninsula/Sidney	248	\$170.75	\$146.52	\$164.78	\$129.05
Tier					
Upper	1,886	\$226.34	\$164.00	\$210.85	\$148.97
Mid	1,368	\$143.55	\$117.39	\$139.63	\$110.65
Lower	686	\$110.76	\$86.53	\$108.82	\$85.87
Lodging Type					
Hotels	3,627	\$176.90	\$133.16	\$166.67	\$124.24
Motels	313	\$103.82	\$82.97	\$102.96	\$81.84
Total Rooms	3,940				
Average Room Rate		\$168.38	\$124.74	\$158.63	\$117.36
REVENUE PER AVAILABLE ROOM (REVPAR)					
Lodging Type	Number of Rooms	Feb 2022	Feb 2021	YTD 2022	YTD 2021
Number of Rooms					
Greater than 150	2,022	\$83.96	\$36.31	\$62.85	\$28.64
100 - 150	771	\$90.08	\$50.76	\$79.10	\$48.41
50 - 99	846	\$107.66	\$53.99	\$92.39	\$47.93
Less than 50	301	\$106.01	\$59.17	\$93.06	\$47.25
Location					
Downtown/Inner Harbour	3,109	\$87.89	\$39.78	\$69.72	\$33.53
Suburban	583	\$107.43	\$65.76	\$92.38	\$57.63
Saanich Peninsula/Sidney	248	\$105.16	\$62.19	\$94.23	\$50.76
Tier					
Upper	1,886	\$100.20	\$51.07	\$77.76	\$38.17
Mid	1,368	\$86.67	\$37.87	\$72.50	\$35.83
Lower	686	\$79.27	\$49.44	\$70.84	\$44.45
Lodging Type					
Hotels	3,627	\$92.70	\$44.34	\$74.63	\$37.12
Motels	313	\$82.51	\$59.38	\$75.57	\$53.17
Total Rooms	3,940				
Average REVPAR		\$91.89	\$45.63	\$74.70	\$38.43

Note: Comparative figures may vary due to an increase/decrease in the number of available rooms.

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